

"Absolutely  
beautiful."

Visitor

# GRUE REPORT

WRITTEN BY ARCADE

ARCADE



WINTERCROFT



opo  
artspace

# MAGICAL IMMERSIVE ADVENTURE

Grue was an alternative festive installation, based in the Old Parcels Office in Scarborough in December 2021

Taking its name from an historic word for snow or shiver, Grue was created by Artist, Steve Wintercroft, alongside members of the Scarborough community and made entirely out of recycled and repurposed cardboard.

A walk-through experience for families which saw them journey through forest, town, sea and sky, Grue sent out a clear message about the fragility and beauty of our world, while asking visitors to think about the possibilities for their leftover Christmas packaging.

The installation was open for 36 hours, with 36 bookable spaces available every hour to ensure social distancing was maintained.

Despite being in its first year, and a completely new event, Grue sold out all but one of its days and was seen by over 1400 people.



## ➔ HEADLINES

- 1121 tickets sold
- 293 community members involved in the build, including school children, college students, Guides, local artists, looked after children, firefighters, Youth Justice participants, retired people and many others
- National (BBC & Telegraph), regional (Yorkshire Press and BBC) and local press and radio coverage, amounting to more than 2 million people hearing about culture in Scarborough
- 34 hours of free papercraft tuition given during workshops for community members
- 8 artist-led workshops on environmental themes for 120 children from Gladstone Road School



**"I THINK THIS IS A REALLY AMAZING IDEA  
AND A BRILLIANT WAY TO INSPIRE PEOPLE  
TO DO MORE ABOUT CLIMATE CHANGE"**  
VISITOR



# AUDIENCE

Grue did exceptionally well with local, national and regional press and radio, drawing attention to Scarborough's cultural offer on a national level.

Grue was featured in the following:

Scarborough News, 3 Dec (circulation 10,957)  
Yorkshire Post, 25 Nov (18,534)  
Yorkshire Post, 4 Dec (18,534)  
Northern Echo (25,209)  
Daily Telegraph, 10 Dec (317,817)  
Just Beverley  
Vertical Lobby  
London News Time  
Scarborough Mumbler

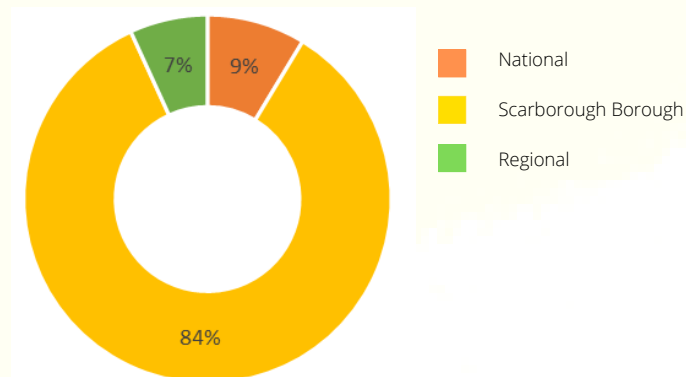
Radio Scarborough  
BBC Radio York, broadcast from the Grue 7am - 11am  
(66,000 listeners)  
BBC Radio 4 Front Row (2.2 million)

8.3k people reached via ARCADE facebook  
over 2000 impressions on ARCADE Grue website page,  
as well as increased engagement for Wintercroft and  
Old Parcels Office.

## ➔ NATIONAL REACH

The audience for Grue was made up primarily of Scarborough residents, with 86% of ticket bookers being based in Scarborough itself, or the surrounding Borough (Whitby/Filey/Eastfield).

8.7% of our visitors came from outside of the region, representing considerable investment from their perspective, both in time and money. We know from speaking to a number of these visitors that the coverage on BBC Radio 4 Front Row, coupled with the images, is what inspired them to come.



**"STUNNING"  
VISITOR**

## → TICKETS

Entry to Grue was 'Pay What You Can', meaning it was accessible to everyone.

We suggested £3 donation per ticket.

16.9% of bookers live in areas where postcodes are ranked in the lowest 10% according to the Indices of Multiple Deprivation.

Only 5.29% of bookers opted to take the free ticket, with the majority paying £3 per person. This resulted in £2,438 from ticket sales, which paid for resources.

As a pilot, staffed by volunteers, Grue was only open for 36 hours. We believe there is enough demand to double the open hours.



## → LOCAL BUY IN

Support from Invisible Dust meant that Year 5 of Gladstone Road School attended Grue and took part in a literacy workshop around environmental themes.

86% of bookers had postcodes from Scarborough Borough, suggesting Grue very much appeals to local people, in a town which often complains 'everything is for the tourists'.

## → FUNDING

Grue was funded by Yorkshire Coast BID and Kickstarter backers, as well as being supported by Invisible Dust. The project cost £6800 in total, but with lead artist, producer and venue taking a profit share instead of fees.

We estimate the actual cost of the project should have been in the region of £40k but the support of the founding partners and many skilled volunteers, the project was able to be delivered for a fraction of the cost.

## ECONOMIC IMPACT

According to the EventImpacts website, the estimated economic impact of Grue was **£27,730**, based on the number of tickets sold.

This calculation includes estimates for secondary spend, for example, people going into town to buy lunch or staying in hotels.

We believe Grue has hit a 'sweet spot' between commercial, Christmas event and high quality art installation. It appeals to families who might not usually look for culture, as well as those who would be keen on it.

**"WONDERFUL, INTERACTIVE AND FUN - AND I'M 45 YEARS OLD. THOROUGHLY ENJOYED OURSELVES."**  
**VISITOR**

**ARCADE**



# FEEDBACK

Grue received 984 comments, overwhelmingly these were positive. These were received via the feedback wall in the cafe space at the end of the installation. A selection are below:

It shows what you can really make with cardboard and how to reuse it  
Very talented  
Brilliant use of cardboard  
It was very creative and inspiring!  
Legendary <3  
Amazing  
Creative  
Fun  
Amazing  
Fun  
It was really good and I would do it again  
Cool  
I thought it was good and clever  
It was very creative  
Very good, nice experience  
Excellent and so creative  
Amazing  
Excellent  
GOOD!!!  
Yes  
Epic!  
Cool!  
I thought it was brilliant and fun  
Brilliant!

Exciting  
It was really good and all the people worked really hard to make it!  
It was amazing  
Epic  
It was great!  
NICE  
It was fun!  
It was interesting and fun  
It's good 😊  
Excellent, perfect and clever.  
Peaceful, inspiring!!  
Very cool! Loved it!  
FAB  
Magical  
I loved it =)  
I want to come again!  
Amazing =) Best Christmas of all.  
FANTASTIC.  
It was very cool and unique 😊  
Amazing!!!  
WONDERFUL  
Excellent  
IT WAS REALLY GR8!!

Fabulous  
It was great because of reused cardboard  
Loved it! Something different and special.  
I thought that the reindeer part was good  
Beautiful!  
Loved it  
It was nice to see people using old materials that would have ended up in the sea 😊  
So clever well done

**"When I was first involved in this activity, I kind of had to do it. I didn't really get it. Having been part of it and seeing it all come together, it all makes sense now."**

**What some people view as trash or waste can be turned into something beautiful or of value. This could apply to how we treat where we live, or how people see me; who I might have been and who I want to be, and who I have become."**

**Youth Justice Participant**

Grue by Wintercroft, produced by ARCADE, commissioned by the Old  
Parcels Office Arts Centre Scarborough, funded by Yorkshire Coast BID and  
supported by Kickstarter backers and Invisible Dust.

**"STUNNING"  
VISITOR COMMENT**

**ARCADE**